

adidas Golf Debuts TOUR360 PRIME BOOST Footwear

Tour Validated TOUR360 BOOST Now with Breathable, Lightweight Primeknit Technology

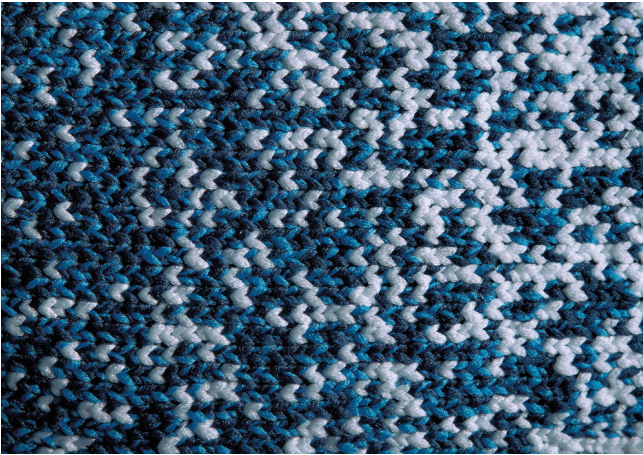
Carlsbad, Calif. (June 1, 2016) – adidasGolf, an industry leader in innovation, technology and performance footwear, announced today the release of the new TOUR360 PRIME BOOST, featuring adidas Primeknit technology – a seamless knitted upper for revolutionary breathability and stretchability to maximize comfort and performance.



First debuted by Sergio Garcia during TheMasters, the TOUR360 PRIME BOOST will be available in limited quantities beginning today, in three colorways: shock blue/mineral blue, powered, and black with metallic gold/silver/bronze 3-Stripes.

“Utilizing the new Primeknit material is a great update to our already popular TOUR360 BOOST footwear. With six wins on tour and one of the best selling shoes at retail since the January launch, the TOUR360 BOOST has helped adidas Golf move into, and maintain the #2 position in overall footwear market share.”*

— Masun Denison, Director of Footwear, adidas Golf



“The TOUR360 PRIMEBOOST is the first men’s performance golf shoe to utilize the Primeknit technology, which has seen incredible success for the adidas Group, and is used in some of its best performing and most recognizable footwear, including the Ultra Boost and NMD. We were inspired by the look, comfort, breathability and overall performance this knit material offered and are happy to bring it to golf.”

— continued Masun Denison, Director of Footwear, adidas Golf

Superior performance is paramount in the TOUR360 PRIME BOOST, which features Primeknit fabrication with 50/50 PROTECT for water resistance in the lower half of the footwear. Full-length BOOST™ in the forefoot and heel provide energized cushioning and comfort, a lighter and more flexible 360WRAP saddle allows for greater adjustability and adaptability, and the new S-curve heel shape which follows the natural contour of the foot, makes the TOUR360 PRIME BOOST the ultimate in style, comfort and performance.

Like the TOUR360 BOOST, the new footwear uses advanced dual-density 10-cleat puremotion® TPU outsole with CenTraXion and thintech® cleats for improved stability and grip. A new TORSION TUNNEL provides independent flexibility and control between the heel and forefoot with enhanced arch support and advanced green friendliness, and the fitfoam® GEO collar and tongue foam to deliver enhanced cushioning and comfort and finally, etc. lining material to reduce friction, moisture and heat, and helps maintain the optimal shoe climate for maximum comfort.

Available now, the TOUR360 PRIME BOOST comes in three colorways in the US at \$229.99 USD.

Additional photo assets are available for download [here](#)

For more information on TOUR360 PRIME BOOST, visit adidasgolf.com, and join the conversation on [Twitter](#), [Facebook](#) and [Instagram](#) for more exclusive content.

**MarketShare information is based on Golf Datatech US Retail Reporting (golfdatatech.com) – On/Off Course dollar share from January – April 2016*



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ABOUT ADIDAS GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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